

CASE STUDY

Fund Evaluation Group: Opening the Door for Broker-Dealers

Challenge

A custody service provider who could meet stringent compliance responsibilities, offer an efficient trading platform and can maintain a full range of reporting capabilities.

Solution

The *TCAAdvisor II* program was able to provide the functions needed to establish a new line of business for Fund Evaluation Group.

Benefits

The capability to handle hundreds of accounts and be controlled from a macro strategy level.

Extensive reporting capabilities that ensure the communication initiatives with broker-dealers, representatives and clients to execute accurately.

"TCAAdvisor II has allowed Fund Evaluation Group to develop a new line of business in which it leverages its institutional expertise for individuals. The platform's efficiency and capacity allows the firm to comfortably handle hundreds of these new relationships."



Fund Evaluation Group™
Investment Advisors



ONE ON ONE, JUST LIKE YOU.

www.trustamerica.com

CASE STUDY

Fund Evaluation Group: Opening the Door for Broker-Dealers

A full-service investment consulting firm, Fund Evaluation Group has provided investment program advice to endowments, foundations, and other institutional clients since 1988. By developing investment policy statements, creating asset allocation models, researching investment options, and monitoring ongoing operations, the firm helps ensure that its clients meet their fiduciary responsibilities. In 2004, Fund Evaluation Group expanded beyond these institutional channels and started offering asset management services through broker-dealers to high net worth individuals. The firm has approximately \$30 billion under advisement in its core business.



Business Issue

In early 2004, a handful of broker-dealers approached Fund Evaluation Group with a proposal to offer the firm's investment advisory expertise — which complemented its services to institutional clients — to some of their high net worth clients. After researching the potential benefits of such a partnership, Fund Evaluation Group determined the proposal made sense if it could find a custodian that could help meet stringent compliance responsibilities, offer an efficient trading platform, and maintained a full range of reporting capabilities. A quick review determined that traditional custody service providers, which didn't understand the investment advisor market, failed to meet the requirements.

Challenge

A custody service provider who could meet stringent compliance responsibilities, offer an efficient trading platform and can maintain a full range of reporting capabilities.

Simplify Turnkey Asset Management Programs

As a full-feature trading and portfolio management platform, Trust Company of America's *TCAdvisor II* program provided the functionality Fund Evaluation Group needed to establish a new line of business. While helping streamline the compliance process, the platform's integrated managed strategies trading feature, which allows hundreds of accounts to be controlled from a macro strategy level, ensured that the individual portfolios were managed professionally and in an efficient manner. And with Trust Company's extensive reporting capabilities, the firm was confident that communication initiatives with broker-dealers, representatives, and clients would be seamlessly executed. In offering a comprehensive turnkey solution to Fund Evaluation Group, Trust Company allowed the firm to leverage more than 15 years of expertise and expand the scope of its business with a minimal investment of time and resources. Established in 2004, the firm's new discretionary program is approaching \$200 million under management, including about \$30 million in high net worth individuals' assets.

© 2009 Trust Company of America. All Rights Reserved. Member FDIC. Investment Products: Not FDIC Insured - No Bank Guarantee - May Lose Value. Trust Company of America, the Trust Company of America logo, TCAdvisor, and TCAccess II are registered trademarks of Trust Company of America. All other trademarks mentioned herein are the property of their respective owners. Product and service offerings are subject to change without notice.

ONE ON ONE, JUST LIKE YOU.

www.trustamerica.com

Trust Company of America

1-800-955-7808